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Sheet 1 of 3

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Reissue Application Number	09/577,798
Reissue Filing Date	May 24, 2000
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harle, J.
Attorney Docket Number	11032/2144

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		"ONLINE MARKETING:..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585
		David Zinman; http://www.focalink.com/dzinman/bio.html ; SD005586
		"Seeing A Gap..."; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587
		"readme. 1st:..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590
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		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596
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		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601
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		"Web ad-management software..."; John Evan Froom; InternetWeek; March 18, 1996; SD005605-SD005607
		"Unraveling a tangled Web..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610
		"Web Site Links:..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613
		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615

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	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619
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	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625
	"FOCALINK"; DC004278A
	"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX
	"Link Marketing"; handwritten page; MA0001
	"Link Marketing"; LinkMarket; MA0002-MA0007
	"LinkMarket"; David Zinman et al.; MA0008-MA0027
	"Link Marketing, LLP"; MA0028-MA0029
	"Link Marketing LLP"; MA0030-MA0038
	"Escapes"; Web page; MA0039-MA0040
	"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053
	"Executive Summary"; Focalink Communications Confidential; printed 7/30/97; MA0054-MA0109

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Sheet 3 of 3

"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149

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U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		5,027,400		Baji et al.	06-25-1991	
		5,283,731		Lalonde et al.	02-01-1994	
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		6,020,887		Loring et al.	02-01-2000	

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Examiner Initials *	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ₆
		Office ³	Number ⁴	Kind Code ⁵ (if known)				
		EP	0 355 697	A3	Baji et al.	02-28-1990		
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		Improved Internet security enabling..., PC Week, v12, n11, p1(2), 3/20/1995.
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		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.
		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.
		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.
		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.

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